



ACCESS PROGRAMS

CREATED BY  
COLLECTIVE WAYS

# CONNECTING BRANDS WITH THEIR AUDIENCES

ELEVATE YOUR BRAND AND SOCIAL IDENTITY

ASK ABOUT OUR FREE BRANDING ASSESSMENT

## ABOUT US

Collective Ways takes pride in your vision, understanding both your drive and passion for growth. **Our mission**, should you choose to accept it? To ensure your brand gets the attention it deserves. We are a full service **business start up and image branding practice** that offers a wide variety of customized **digital marketing** solutions, relevant and engaging **social media options** and **business start up services**.

London born and raised, we know business is constantly changing. We notice it in the way we shop or make a purchase, how we ask a question, when we **advise** and especially, in the way we **engage** new business opportunities. So, how do you adapt to the learning curve? By pairing with us. Our understanding of **digital marketing, business tools, niche markets, social media trends and steadfast competition goes unmatched**.

In this vast business pool, we continue to deliver an **out of the box outlook on creativity, innovative solutions and a much needed personal connection to every client** while we hold your vision in our hands, showing you endless possibilities.

# SPOTLIGHT SERVICES

We offer a range of customized marketing solutions and startup services, including:

## BUSINESS PLANS

Communicate your purpose and growth plan with a 20-40 page business plan, built with our world class template, generate cash flow projections and assistance while searching through funding options.

## WEB DESIGN

Keep your brand engaging and relevant online with award-nominated website design, graphic design and brand-centric social media profiles.

## CONTENT CREATION

Content is KING! Both visual and engaging written word, bringing a brand to life can speak volumes to your target audience, through photography, infographics, published articles, blogging and more.

## DIY WORKSHOPS

For idea driven individuals, not all processes or best practices are well polished, We're willing to "hold your hand" and teach you about industry trends, standards and strategies to give your business an edge.

## SOCIAL MEDIA

Being one of the most powerful tools in modern marketing practices, by integration of social linking, URLs, SEO implementation and relevant content creation can help you standout in a crowd

# ACCESS PROGRAMS

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ONE & DONE

\$1,095.00/YR

SWAGGER

\$3,995.00/YR

DAPPER

\$6,995.00/YR

UNBOUND ACCESS

\$12,995.00

PURCHASE A SPECIFIC TOOL  
OR TEMPLATE

\$295.00/ONE TIME

ALL ACCESS PROGRAMS SUBJECT TO HST  
& CHARGED PER ANNUM



# ACCESS PROGRAMS

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## ONE & DONE

GAIN ACCESS TO 10 OF OUR COMMONLY PURCHASED  
AND IMPLEMENTED TOOLS & TEMPLATES.

BONUS DIY WORKSHOPS TO HIT THE GROUND  
RUNNING ALSO INCLUDED.

ACCESS INCLUDES:

- + DOWNLOADABLE BRAND ASSESSMENT TOOL
- + ACCESS TO OUR WORLD CLASS DIY WORKSHOPS
  - + ACCESS TO 5 STRATEGICALLY SELECTED  
ALIGNMENT TOOLS
  - + ACCESS TO 5 STRATEGICALLY SELECTED  
ALIGNMENT TEMPLATES

# ACCESS PROGRAMS

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## SWAGGER ACCESS

A GREAT STARTING POINT FOR THOSE LOOKING TO GROW THEIR ONLINE PRESENCE, INCLUDING ACCESS TO 10 OF OUR COMMONLY PURCHASED WHITEPAPER ALIGNMENT TOOLS & TEMPLATES.

ACCESS FOR 12 MONTHS

- + DOWNLOADABLE BRAND ASSESSMENT TOOL
  - + COMPETITIVE ANALYSIS
  - + SOCIAL MEDIA AUDIT & SETUP
  - + SOCIAL MEDIA MANAGEMENT
- + ACCESS TO 10 STRATEGICALLY SELECTED TOOLS & TEMPLATES

# ACCESS PROGRAMS

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## DAPPER ACCESS

THE UPGRADED SOCIAL MEDIA AND CONTENT PLAN FOR YOUR BUSINESS INCLUDES ACCESS TO OUR TOOL, TEMPLATES AND RECOURSES.

ACCESS FOR 12 MONTHS

- + DOWNLOADABLE BRAND ASSESSMENT TOOL
  - + COMPETITIVE ANALYSIS
  - + SOCIAL MEDIA AUDIT & SETUP
  - + SOCIAL MEDIA MANAGEMENT
- + A COMPREHENSIVE MARKETING PLAYBOOK
- + BRANDING MOOD BOARD AND COLOUR PALETTE
  - + AI IMPLEMENTATION
- + ACCESS TO 25 STRATEGICALLY SELECTED TOOLS & TEMPLATES

# ACCESS

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# PROGRAMS

## BOUNDLESS ACCESS

THE ALL-INCLUSIVE SOLUTION FOR YOUR BUSINESS.  
INCLUDES SOCIAL MEDIA MANAGEMENT AND ACCESS  
TO OUR WHITEPAPER TOOLS & TEMPLATES.

ACCESS FOR 12 MONTHS

- + DOWNLOADABLE BRAND ASSESSMENT TOOL
  - + COMPETITIVE ANALYSIS
  - + SOCIAL MEDIA AUDIT & SETUP
  - + SOCIAL MEDIA PLAYBOOK
- + SOCIAL MEDIA MATURITY MODEL
  - + SOCIAL MEDIA MANAGEMENT
- + HOW TO - COURSES ON USING OUR TOOLS & TEMPLATES
- + BOUNDLESS ACCESS TO ALL TOOLS, TEMPLATES & RESOURCES



# **ACCESS**

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# **PROGRAMS**

## **INDIVIDUAL PURCHASE**

PURCHASE A SPECIFIC TOOL  
OR TEMPLATE

ONE TIME PAYMENT

UNLOCKED FOREVER

ALL ACCESS PROGRAMS ALSO INCLUDE  
PREVIOUS UNLOCKS

# CASE STUDY 1



## ABOUT

The Fox & Fiddle London is an authentic English pub crafted for your taste buds and built with an atmosphere here for non stop entertainment. Choose between tasty eats, frothy treats or stay out and enjoy live entertainment at the fox hole.

## ISSUE

Starting back in November 2017, our relationship with The Fox & Fiddle London had gone SEVERAL years back. So, when they asked us to come on board to improve their social presence and help them with their local advertising, we said YES!

**THE FOX & FIDDLE**

## TISSUE

From content writing to graphic design, social media setup and social media management, we've helped them increase their guest attendance by 32% and put them on the map within the heart of downtown and the tourism district.



# CASE STUDY 2



## ISSUE

Ticketwindow came to us with an idea to integrate social media marketing with their advanced mobile friendly ticketing system, so that their clients and event planners could engage with fans, patrons and venues at the tip of their fingers.

**TICKETWINDOW INC**

## ABOUT

Ticketwindow is one of Canada's fastest growing ticket agents, providing the option for online web-sales, mobile compatibility, remote ticket sellers through retail outlet locations for instant tickets printed on the spot, and a call center for a wide variety of clients no matter how small or large the event.

## TISSUE

Collective Ways also jumped on board to assist them with content writing, website/graphic design and social media management to help them expand within the social realm at a staggering 36% in VIS organic weekly growth rate.



We look forward to  
partnering with you.

Don't forget to follow us on  
social media for updates on  
services and trends.



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